

**Murray Arts Advisory Board**  
**Minutes for November 18, 2014**

Attendance: Alisa Brousseau, Wendy Richhart, Shauna Hart, Stephanie Pollei, Brandon Beckstead, David Christensen, Scott Mooy, Jenny Simmons, Mary Ann Kirk (staff).

Visitors: Ricky Parkinson (Architectural Nexus), Susan Dalley (Murray Arts Council), Lynn Chatterton (Sandbox Theatre Company), Jamie Buckner and Kent Broadbent (Murray Symphony).

1. Minutes for October 21, 2014 were approved with a minor correction.
2. Meeting Schedule for 2015 was approved as follows: January 20, February 17, March 17, April 21, May 19, June 16, July 21, August 18, September 15, October 20, November 17.
3. Upcoming calendar was reviewed and volunteers recruited for the art show award reception.
4. Murray Symphony, Murray Arts Council, and Sandbox Theater representatives introduced themselves and reviewed their upcoming programs. The Arts Council is looking for a performance space for their spring show. Mary Ann is waiting for the school district to confirm they can use Riverview. Mary Ann noted that the grant applications and contracts for the summer season were emailed.
5. Mary Ann introduced Ricky Parkinson from Architectural Nexus. Nexus has been hired by the city to do a schematic design for an amphitheater upgrade. They have a strong arts background and have been involved in many upgrades for art facilities throughout the state. Ricky reviewed a list of deficiencies and desires for the facility and board members added a few suggestions:
  - a. tech booth (security, access, storage)
  - b. house (ADA, hearing enhancements, house lighting, safer access to house from stage, possibly grass seating). There was some discussion about individual seats in the house. Mary Ann said it greatly reduces seating capacity and may require more maintenance.
  - c. stage (canopy for stage/pit/backstage, wings, greater lighting capacity, speaker locations, motorized batten for lights/backdrops, potential to attach set to side wings)
  - d. backstage (additional storage, permanent cast dressing/bathrooms, cast access to stage, separate cast from public, cover)
  - e. entrance (larger public bathrooms, ticket booth/concessions, lighting, waiting area for patrons with seating).

Board member asked if this covered the parking area. Mary Ann said it didn't. Board members felt there were safety issues that need to be resolved.

Nexus will prepare some design options to review which Mary Ann will share with the users for additional feedback. We hope to have designs and cost estimates done by January or early February for budget preparation. Cost estimates will be separated for various parts of the upgrade which we can prioritize and identify funding sources in a phase-in process.

Mary Ann noted that we can apply for funds through the county but we don't want to jeopardize the funding for the regional performing arts center which is our priority right now. Mayor McAdams has recommended that an independent committee review the proposals for the Murray and Taylorsville sites. There was some uncertainty about which site was preferred by the county council. Scott and Brandon said they asked Amy Winder Newton and thought she supported the Murray site but they were going to check on that. Mary Ann said that some county council members thought the east side was favored too much. She noted that the west side has received substantial funding for arts facilities including the Cultural Celebration Center and Hale Center Theater.

6. Mary Ann reviewed the design of the new Hillcrest Jr High. It will open in the spring and we will be using it next year. We will meet with the faculty to help develop a good working relationship. Jenny will help us connect with the drama teacher. The school musical has the greatest potential for facility conflicts in February and March. Mary Ann didn't know if we would have access to the facility this summer. The arts groups will likely participate in a grand opening in the fall where we can recognize key donors including the Sorenson and Eccles Foundations. Jamie Buckner from the symphony shared a key concern about the facility name. It would be nice if we could give it a name that has more class and reflects community instead of a junior high. Suggestions included Theater at 53<sup>rd</sup> or naming it after the former symphony conductor Clint Frohm. Murray Center for the Performing Arts was too similar to other facilities. Mary Ann didn't think the school district named facilities after people. She will talk to the school district.
7. The group reviewed current marketing strategies. We are all trying to build audiences. Everyone has a facebook page and Mary Ann suggested groups "like" each other's pages. Murray Cultural Arts also has Instagram but we only have a few followers. Murray Cultural Arts also uses KSL deals which has worked well. Other groups may want to use this ticketing option and combine 2-4 seats as one "sale." We are also exploring the community coupon book that the high school students sell. Mary Ann described the Unplugged program which requires a free activity but it is only done in the summer. This wouldn't work for the Arts in the Park evening season. Business partners might be willing to print an ad on the back of receipts which gives the patron a discount to a specific performance. We need to work with the local hotels by printing quarterly schedules that can be left at each location or inside the City Brochure that is being created. Mary Ann complimented the symphony on collaborations with other groups which bring in new patrons. Everyone agreed that shows involving children bring in bigger audiences. She noted that the symphony should work with the schools for the spring concert featuring *Carnival of the Animals* and an instrument petting zoo. This has the potential for a large audience. Mary Ann encouraged the groups to share ideas with each other.
8. The board will not meet in December. She thanked David, Jenny, and Stephanie who have completed their terms. We will have new board members in January. A few suggestions for board members with a writing background were made. Mary Ann will contact them.